

Business Economy

By Herbert G. Stockwell, in The Outlook

Driving along the main street of a small city in which he lived, a retired sugar magnate suddenly stopped his horse, handed the reins to a friend who sat beside him, jumped to the ground, and picked up a new red brick which he placed in his carriage. He then resumed his seat and drove on.

"What are you going to do with that brick?" asked his friend.

"Take it home and add it to my pile for repairs when needed," replied the sugar magnate.

He explained further that it had been his habit for years to pick up good, serviceable bricks, either thrown away or dropped carelessly on the street; that during the course of a year the accumulated bricks saved him considerable outlay in repairs to the various properties owned by him.

"Besides, I hate to see any good material wasted," said he.

This incident aptly illustrates the saving tendency of the older business men as contrasted with many wasteful habits of the younger men. It is very rarely that we see a young business man preserve pieces of wrapping paper, nails, or twine received on packages during the course of business. The prevailing spirit seems to induce the thought that the preservation of such small incidental materials consumes time entirely out of proportion to the value of the thing saved; but, like all general rules, it is carried too far by many young men who perhaps could not employ their time to better advantage than in saving good, though minor materials which would otherwise be lost.

It is quite likely that the man who originated the thought that he could not afford to spend time on such matters found the principle correct as applied to himself; but, like all principles catering to indifference regarding details, the idea is too readily adopted by many young men who can ill afford its practice.

The maxim, "Penny wise, pound foolish," has been misunderstood, to the undoing of many brilliant young men. But aside from the mere question of the actual value involved in any specific incident of saving, the inculcation in the minds of all business men of the principles of economy as applied to all of their business acts is of extreme importance.

Young men are too ready to adopt what may be termed the vices of rich men and ignore the basic qualities upon which those men built success. When a man arrives at a state of affluence, he may readily, and without any appreciable loss, discard minor details; but it may be noted with advantage that the men who are now in positions of prominence are thoroughly imbued with the spirit of economy, which they constantly practice, although there may be a sloughing off as to some of the minor details. Unfortunately, the exception incidents showing the neglect of smaller matters are taken by the young business man as evidences that all small savings may be disregarded.

Care is much harder to cultivate than carelessness, which, if not checked in time, crystallizes indifference to small economies all the way through business transactions. Many men possessing genius and push, who would otherwise be successful, through wasteful habits fail to gain the recognition to which they think they are entitled.

We have heard many tales of the almost miserly habits of some of our wealthy men. Such should not be selected as examples for study. The wealthy sugar magnate referred to in the incident of the brick was a very liberal spender of money in the comforts of his home and of his family. The idea is, not that a man must be stingy or miserly, but that he should not allow anything to be wasted which can, with a reasonable exercise of effort, be saved. Parsimony is mean and sordid; economy is admirable.

That the general tendency among young men in business is against, rather than towards, saving is shown in the life insurance statistics, wherein it is startlingly set forth that the man who does not acquire the habit of putting some of his income away until he has reached the age of forty can rarely hope successfully to cultivate economical habits after that date. What I wish to emphasize here is not merely the desirability of cultivating the thrifty habit in itself, but rather that the economical spirit as evidenced in small things permeates the entire business career of a man, often marking the successful man as distinguished from the failure.

Another illustration of the thought carried into smaller things is furnished in the example set by the president of a large national bank in Philadelphia who was sitting beside a young friend in a street car one day as the conductor came through to collect the fares. The young man handed out a five-cent piece, while the bank man carefully reached into an inner pocket and produced a ticket which he had purchased at the rate of six for twenty-five cents. As a gentle reproach to his young friend the bank man said:

"I buy these tickets because I do not know of any better-paying safe investment. I make twenty per cent on my investment of a quarter of a dollar."

The judgment evidenced by the president in this small matter is indicative of a fixed quality in the type of men who get along in business. Ripe judgment in important matters does not spring instantaneously into the mind. It must have humble beginnings and grow to maturity. The young man, to acquire fitness, must keep the critical eye of economy ever open, and never at any stage of progress allow it to become dulled. The men who have gained prominence in the industrial world study matters of economy very earnestly. They thoroughly understand the importance of exercising keen judgment in the use of materials, labor, expenses of selling merchandise and conducting the office, and last, but not least, the economy of their own time.

Perhaps one of the most noticeable forms of waste of time is seen in the routine employment and payment of the wages of employees. Lack of intelligent direction evidenced here, as compared with the careful estimate and inquiry concerning the purchase of machinery equipment, is startling. When machines are needed, every effort is made to obtain the tool exactly adapted to the purpose for which it is intended. When, installed, it is watched with care; cleaned, oiled, and repaired with the conscious purpose of prolonging its life and usefulness.

With few exceptions, the money annually expended in the purchase of machinery in the aggregate constitutes a mere bagatelle compared with the annual payroll. Yet men are too often treated as a mass, while the machines received special individual care. And how few employees are selected with regard to their special fitness for the jobs for which they are employed! What a vast amount of power is lost through carelessness in this respect!

Let us look around the office or store and cast the critical eye of economy over the clerks. Where can we go to find better examples of unintelligently wasteful performance than in our bookkeepers? The inheritance of ages has fixed upon most bookkeepers unnecessary and wasteful habits which retard, instead of help, the business.

A credit insurance man, discussing with the proprietor of a mill the advantage of the protection afforded by his company, in order to ascertain the amount of premium on a proposed policy, asked the proprietor: "How much have your losses amounted to through bad debts during the past five years?" He replied to the effect that it would take him some time to ascertain the amount, and he could not tell just how long it would take. He was set to work on the problem, and consumed a week in digging out the figures, which, if they had been intelligently placed on the books originally, would have been accessible with the expenditure of a few minutes only. Perhaps this seems an exaggerated case. If so, let any merchant or manufacturer who has not given considerable study to the bookkeeping of his office, test the condition of his own books by asking for some information of a vital nature and noting the time required by the bookkeeper to furnish the facts. There are exceptional offices where such matters have been economically planned; but I venture to say that many readers of this article will, if they try the experiment sincerely, find in their offices practical illustration of the need for more economy.

The manager of a large office told me the other day that he was considering the organization of a school for his clerks in which efforts would be made to teach them to think. "I realize," said he, "that an immense amount of time could be saved if I could get my clerks actually to think about what they are doing and why they are doing it; whether what they are doing is necessary and whether their time can be better employed." The stimulation of the initial mental process in subordinates is one of the hardest problems of a business man.

Like machines, the human body can be adapted to the performance of almost any regularly repeated motion. Such exercises of the muscles are spoken of as mechanical performances, many of them being learned so well that thought seems unnecessary. But men are different from machines in that with thought they will make fewer mistakes; without thought they may commit costly errors.

Women's Tailored Suits

\$17.50

A stylish suit of fancy mixed novelty suiting in Tan and Gray mixtures made with a 26-inch jacket, satin lined, skirt of medium width with wide box pleat at back, a suit combining style and service for,

\$17.50

A nice line of new nobby suits in a variety of the newest styles, well made and tastefully trimmed, lined with Messaline or Satin, all the new desirable colors and fabrics, each suit carries our guarantee, only

\$25.00

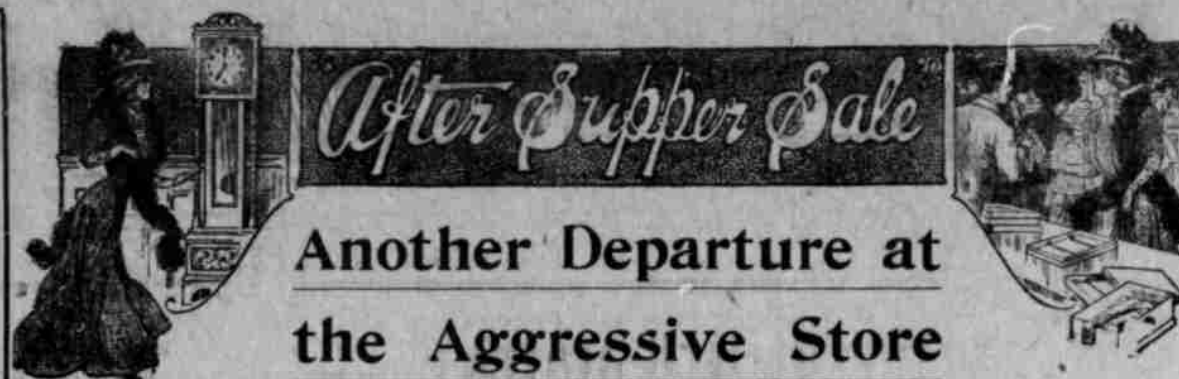
New Spring Millinery

This is what you have been waiting for, we've solved the question for you; the new hats are now in the store and ready for your inspection.

We have sought carefully the authentic in Spring millinery—we have avoided what might be called freaks—we have confined our selection of stylish hats in the approved models—hats that have individuality—the kind which will not be largely duplicated in inferior grades.

Our line includes the largest and best selected variety of the new and desirable models we have ever shown. And every hat is EXCLUSIVE in style.

\$1.75 to \$15.00



Another Departure at the Aggressive Store

We are going to stimulate Saturday night shopping in this city as it was never stimulated before. Beginning this week, we will hold an "After Supper" Sale every Saturday Night from 7:30 to 9:30 O'clock

The biggest bargains you ever heard of will be the trade attracting features of these "After Supper Sales."

We have asked our leading manufacturers and wholesalers to co-operate with us by giving our friends some special "plums" to make the After Supper Sale a grand success. They have responded nobly—and the story is told below in items and prices that can't be matched in this or any other city for real value.

"After Supper" Sale Specials cannot be purchased until After 7:30 P. M. Saturday Night. Lots are limited, so be on hand when the bell rings. Cash Only, No Phone Orders Accepted.

Lingerie Waists

About 10 dozen nobby new waists made from Lawn, Batiste and Striped Nainsook, neatly and tastefully trimmed with Lace, Embroidery and hand embroidered effects, all this season's styles which are marked to sell for \$1.50 and \$1.75, for our "After Supper Sale," choice

79c

Gingham Dresses

Five dozen Gingham Dresses in women's and misses' sizes, made from a good quality of solid colored ginghams trimmed with bias bands of striped gingham, elbow sleeves and square neck, neat and practical garments which would be cheap at \$2.50, for Saturday evening, choice

\$1.35

Amoskeag Gingham

Every lady knows what Amoskeag Apron Gingham is. It comes in a variety of checks in blue, brown and green. During our "After Supper Sale" we will sell to every lady wishing it

10 Yards for 59c

Only 10 Yards to a Customer

Men's Sox

Twenty five dozen Men's Sox, in black only, of good quality with double heel and toe, ribbed tops, fast colors and in all sizes, worth regularly 15c per pair, for our "After Supper Sale," per pair

5c

E. Rosenwald & Son

Men's Spring Suits

\$25.00

Men's Blue Serge Suits made from a good quality of serge and the best linings and inner linings, newest style single breasted novelty sack with half peg trousers, a stylish and serviceable suit of exceptional value.

\$25.00

A nice attractive suit of fancy Brown Stripe Material made with one button sack coat and full peg trousers, a new and very popular model made with the best of inner linings and finishing. Style, fit and service combined to a maximum degree, only

\$25.00

Other suits in a variety of styles and materials at \$10.50 and up.

Mallory Cravenetted Hats

Are all that you like in a hat. New exclusive shapes and shades—becoming refined lines—absolutely correct style—the finest fur felt. You get all these plus the weather-proof feature, which comes from the cravenetting process which simply renders them water-proof. That's why Mallory Hats stay new.

Water doesn't hurt them. The sun doesn't fade them. They keep their shape and look bright and new at all times. A hat of style and service for all men.

\$3.50

New Mexico's Largest Implement House

Jno. Deere

Plows
Corn Drills
Cultivators
Harrows
Listers

Osborne

Disk and
Peg Tooth
Harrows

Charles Hfeld Co.



Wagons
Buggies

Windmills
Pumps

Harness
Saddles

McCormick

Mowers
Binders
Rakes
Twine

Van Brunt

Grain Drills

Case-Heebner

Grain and
Bean Threshers

Field and
Garden
Seeds

Hay
Presses

Tents
Wagon
Covers

True Tem-
per Hand
Implements

THE COLORADO NATIONAL LIFE ASSURANCE CO. OF DENVER, COLORADO

Statement of Financial Condition on December 31, 1910

Total Admitted Assets.....\$962,064.86
Liabilities, exclusive of Capital Stock \$713,424.44
Capital Stock.....\$100,000.00
Unassigned Funds (Surplus) \$148,640.42
Surplus for protection of policy holders 248,640.42

"Top notch" contracts for capable representatives
Address, A. M. Gildersleeve, General Manager, Synes Bldg., Denver, Colo.

GROSS, KELLY & CO.

(Incorporated)

WHOLESALE GROCERS
and Dealers in
WOOL, HIDES and PELTS

BAIN WAGONS--RACINE VEHICLES--Planing Mill
in Connection

SEVEN HOUSES

East Las Vegas, N. M., Albuquerque, N. M., Tucuman, N. M.,
Carona, N. M., Rowe, N. M., Pecos, N. M.,
Trinidad, Colorado

Baby's Voice

Friend. This great remedy prepares the expectant mother's system for the coming event, and its use makes her comfortable during all the term. Mother's Friend assists nature in gradually expanding all tissues, muscles and tendons, it strengthens the ligaments, keeps the breasts in good condition, and brings the woman to the crisis in healthful physical condition. The regular use of Mother's Friend lessens the pain when baby comes, and assures a quick and natural recovery for the mother. For sale at drug stores. Write for free book for expectant mothers.

BRADFIELD REGULATOR CO.,
Atlanta, Ga.

Mother's Friend